



ELLE

V I E T N A M

MEDIA KIT

2023

VIETNAM

ELLE®

EVERYWHERE

In addition to its glossy full color magazine, elle features highly engaging mobile, web, e-news, letter, video, apps, social and event channels for its readers, allowing partners to enjoy a rich 360° promotional experience.

> 24,500,000

Total reach of all ELLE media channels each month

MAGAZINE

Over 176,000 print readership/month
60% HCMC; 40% HN and other cities

 883,608 active fans

ELLE.VN

5,300,000 page views/month

 100,000 followers


EVENTS

ELLE Fashion Journey
ELLE Beauty Awards
ELLE Women in Society
ELLE Wedding Art Gallery
Brand Experience Events

 31,500 subscribers

**WHITE LABEL
EVENTS**

Photoshoot Fashion show

 374,128 followers

**SPIN-OFF
SUPPLEMENT**

ELLE Idol
ELLE Wedding
ELLE Accessories
Beauty Spin-off

 > 35,000 subscribers

VIETNAM

ELLE

READER

Vietnam Reader

WHO READ ELLE ?

Sexy, stylish and spirited, the elle reader in vietnam is rich in taste and means. She's hungry to discover new looks and to share her own. She's a fashion trendsetter who will spend easily for high quality products that match her aspirations and values. But she's also a passionate shopper devoted to elle, since the media brand connects to her via mobile, facebook, glossy print magazine and e-newsletter.

TRENDSETTERS

85%

of ELLE readers are asked by friends and family for advice on fashion and beauty

AFFLUENT

85%

of ELLE readers have a medium to very high income

YOUNG

48%

of ELLE readers are 25-34 years old

LOYAL

73%

of ELLE readers bought items featured in ELLE magazine

URBAN

60%

of ELLE readers are in Ho Chi Minh

91%

of ELLE readers are in the upper socioeconomic class (SEC)

40%

of ELLE readers are in Hanoi & other cities

VIETNAM

ELLE

EDITORIAL
CALENDAR 2023

JANUARY

The new year issue

Special feature
Horoscope Special

Beauty topics
2023 Beauty Forecast
EIBA results
Wellness: Cleansing rituals around
the world
Trend of scents 2023

Fashion topics
Cruise/SS2023 Trends
Collab photoshoot: Têt celebration
thru the eyes of the fashion
designers

Feature topic
Tet holiday
Trend predictions
Come back "home"

Beauty Awards
ELLE Beauty Month 2022
Voting for VN's Beauty Awards

FEBRUARY

The love issue

Special feature
Modern Love - Special Feature

Beauty topics
The skincare ingredients you need
to know
Enzyme in skincare: what exactly
do they do?

Fashion topics
Jewelry focus: accessories of love
Fashion well - couple styling - his &
her

Feature topic
ELLE Women in Society:
Same-career couples

Beauty Awards
EIBA 2023 result announcement

MARCH

The women issue

Special feature
SS2023 Trend book

Beauty topics
Beauty Trends SS2023
Makeup focus

Fashion topics
SS 2023 collection review

Feature topic
EWIS: Let's redefine success /
Women in Movies

Beauty Awards
Foundation

APRIL

The green issue

Special feature
Green Topics

Beauty topics
Sustainable Beauty - the updated
catalogue
ELLE Editor's green beauty secrets

Fashion topics
The resale / recycle movement in
fashion
Sustainable materials & color
catalogue - special guest editor

Feature topic
ELLE Green survey
The next generation of climate
fighters
Local green brands (personal care
& cleaning products)

Beauty Awards
Shampoo

VIETNAM

ELLE

EDITORIAL
CALENDAR 2023

MAY

The youth issue

Beauty topics

Next Generation of Beauty Influencers
How Gen Z redefine BEAUTY

Fashion topics

Denim Special:
- World map of Denim
- How women around the world wear denim (Paris / Tokyo / New York / Scandanvia)
- Denim shopping guide

Feature topic

The Young & the Furious
The Voice of Gen Z

Beauty Awards

Whitening

JUNE

Health & wellness

Special feature

ELLE ZEN

Beauty topics

Sound bath - forest bath - should I try it?
Collagen supplement - are they worth your money?
Debunking the science behind weight loss pills
All questions you have about Ketox answered
Interview "it" girls on favorite workout

Fashion topics

Watch Special
- Stories of watch makers - most important watch innovations of all time
- Conversations with watch collectors

Feature topic

ELLE Women in Society: Sound therapy

Beauty Awards

Sunscreen

JULY

The summer issue

Beauty topics

Lipstick special (National Lipstick Day - July 29)
Top beauty products for the summer

Fashion topics

The Summer Wardrobe edit

Feature topic

ELLE Favorite travel destinations - where to go and what to do
EWIS: Sustainable travel

Beauty Awards

Lipstick

AUGUST

Beauty topics

Beauty Trends FW2023
Makeup focus

Fashion topics

Jewelry Special
Fashion talk: History of Jewelry
Designs of Vietnam
Next gen of jewelry designers / Semi-fine jewelries
The icons of famous jewelry brands

Feature topic

EWIS: Finance 4.0
Technology: GAME, ART, AI, NFT

Beauty Awards

Body Lotion

VIETNAM

ELLE

EDITORIAL
CALENDAR 2023

SEPTEMBER

The big fashion issue

Special feature
FW2023 TREND BOOK

Beauty topics
5 niche skincare brands to know now

Fashion topics
FW 2023 collection review

Feature topic
Women in Art

Beauty Awards
Moisturizer

OCTOBER

The pink issue

Special feature
National Women's Day

Beauty topics
Beauty around the world
French: when we talk sustainable, clean beauty
Korea: technology meets trends
America: gadgets and facial treatment rundown
Africa: the story of raw ingredients

Fashion topics
The Shoes & Bag Edit

Feature topic
EWIS: Same-sex marriage / LGBTQ+

Beauty Awards
Lotion / Toner / Nước hoa hồng

NOVEMBER

The birthday issue

Beauty topics
Next-Gen Skin
Embrace your hair

Fashion topics
Fine-jewelry shooting special
New designers to watch

Feature topic
EWIS: New Age (Finding the spiritual supports such as numerology, horoscope, tarot...)

Beauty Awards
Anti-Aging

DECEMBER

The Christmas issue

Special feature
XMAS SHOPPING GIFT GUIDE

Beauty topics
12 perfumes Tiktok can't get enough of
Facial treatments like celebrities: a guide to the most popular offerings

Fashion topics
Christmas / New Year wardrobe make over / wishlist

Feature topic
Christmas & New Year Getaway
A year looking back
New year, new hope

Beauty Awards
Perfume

VIETNAM

ELLE

MAGAZINE
RATE CARD

PREMIUM ADVERTISING POSITION	Cover Gatefold 3	Cover Gatefold 2	Inside Front Cover (IFC)	1ST Double Page Spread (DPS1)	2ND	3RD	4TH	5TH	6TH	7TH	8TH	9TH	10TH	DPS after TOC 1	DPS after TOC 2
AD DIMENSIONS			Double Page Spread (DPS)	DPS1	DPS1	DPS1	DPS1	DPS1	DPS1	DPS1	DPS	DPS	DPS	DPS	DPS
PRICE (VND)	300,000,000	280,000,000	280,000,000	250,000,000	240,000,000	220,000,000	210,000,000	200,000,000	190,000,000	180,000,000	180,000,000	170,000,000	170,000,000	160,000,000	160,000,000
PRICE (USD)	12,765	11,915	11,915	10,638	10,212	9,362	8,936	8,510	8,085	7,660	7,660	7,234	7,234	6,808	6,808

PREMIUM ADVERTISING POSITION	Standard DPS	Cover 3	Cover 4	Facing Table of Contents	Facing 2 & 3 Table of Contents	Facing Masthead/Credits	Facing Editor's Letter	Facing Contributor's Letter	Facing ELLE.vn	Standard Single Page	ELLE Focus Feature Page	ELLE Promotion Page	ELLE Update	ELLE Make a Wish/ ELLE Editor's choice
AD DIMENSIONS	DPS1	Premium Single Page (PSP)	PSP	PSP	PSP	PSP	PSP	PSP	PSP	PSP	PSP	PSP	Dimension 1/6 of single page includes basic information and representative picture	
PRICE (VND)	140,000,000	80,000,000	280,000,000	140,000,000	130,000,000	120,000,000	95,000,000	90,000,000	85,000,000	80,000,000	95,000,000	80,000,000	15,000,000	
PRICE (USD)	5,958	3,404	11,915	5,958	5,532	5,106	4,042	3,830	3,616	3,404	4,042	3,404	638	Valuable

VIETNAM

ELLE®

MAGAZINE
RATE CARD



TRIM SIZE
(10MM WHITE MARGIN AROUND)

Double page spread

400x265mm

Single page spread

190x265mm

TYPE AREA
(CONTENT IS PLACED IN DESIGNATED AREA)

380x254mm

170x254mm

BLEED SIZE
(3MM EXTRA ON EACH SIDE OF THE TRIM
SIZE ADVERT)

426x291mm

216x291mm

VIETNAM

ELLE®

SUPPLEMENT



- Ideal for branded content, native advertising and content marketing solutions
- Incorporate your product and image in a highly visible in-book environment
- Editorial style
- Optimised for brand communication

SPIN-OFF

Everything women need to know to look gorgeous, beautiful and stylish "from head to toe" will be featured in a special stand-alone fashion and beauty bible.

Pagination
Minimum 16
pages

Specification
Cover: 230gsm

BOUND IN

ELLE Bound-In supplements feature carefully curated topics: from beauty secrets, new product innovation, healthy lifestyle ideas, fashion tips and advice.

Pagination:
Minimum 8
pages

Specification:
Cover
230gsm

VIETNAM

ELLE

SERVICES



CUSTOM VIDEO PRODUCTION

Ideas & concepts by ELLE

Full production services of ELLE team

CUSTOM PHOTOGRAPHY

Ideas & concepts created by ELLE

ELLE photographers & producers

Ideal for both web & social

📷 Case studies:

<https://www.instagram.com/p/CO9-ceHANOU/>

<https://www.instagram.com/p/CP4mKSyAPav/>

<https://www.instagram.com/p/CPz8xCIA9B3/>

VIETNAM

ELLE

EVENTS

Fashion Experience Event

Where ELLE hosts conversations between fashion experts/insiders with ELLE readers to talk about the hottest fashion trends, “must-know” styling tips and practical advices.

In-Store Styling Event

Your “Total Look” will be selected and mix-and-matched by ELLE Fashion experts and top stylists.

Beauty Experience Event

Special talk by ELLE representatives (e.g. Beauty Editor, Influencer) and beauty experts.

Lifestyle Experience Event

Women in Society Event

Business and Culture focus.



VIETNAM

ELLE®

EVENTS

In addition to its glossy full colour magazine, ELLE features engaging mobile, web, e-newsletter, video, app, social, and event for its readers; allowing partners to enjoy a rich 360° promotional experience.

ELLE FASHION JOURNEY



#ellefashionjourney
514 bài viết

[Theo dõi](#)

ELLE STYLE AWARDS



#ellestyleawardsvn2018
15 bài viết

[Theo dõi](#)

ELLE BEAUTY AWARDS



#ellebeautyawards
4,791 bài viết

[Theo dõi](#)

ELLE WEDDING ART GALLERY



#elleweddingartgallery2020
226 bài viết

[Theo dõi](#)

VIETNAM

ELLE

KOLS/TALENTS



ELLE KOLS

KOL description: The biggest network of fashion, beauty, lifestyle experts/ influencers. We provide not only booking services but also full creativity campaign on ELLE 360 channel.